

FAYETTE
— COUNTY —
Public Health

2023

Fayette County, Iowa

Community Health Assessment (CHA) &

Health Improvement Plan (CHIP)

2023 Community Health Assessment (CHA)

Introduction & Purpose

The community health assessment (CHA) identifies key health needs and issues through comprehensive data collection and analysis. The assessment gives counties information about the community's current health status, needs, and issues. In turn, this information can help with developing a community health improvement plan (CHIP). The CHIP is a long-term, systematic effort to address public health problems based on the results of the CHA.

Fayette County Public Health (FCPH) began its CHA process in 2019, with a target completion date for the plan of December 31, 2020. Due to the response to the COVID-19 Pandemic, the deadline was extended to November 2023. The CHIP will then be implemented during Fayette County's Public Health fiscal years of 2024-2027 with required reporting updates.

The CHA & CHIP process does three things:

- Describes the health state of a local population;
- Enables the identification of the major risk factors and causes of ill health, and;
- Enables the creation of actions needed to address these factors.

Fayette County Public Health's CHA identified numerous areas of concern with three significant need categories on which to focus:

- 1. Obesity/Physical Inactivity/Poor Nutrition Habits**
- 2. Prevention/Aging/Substance Use**
- 3. Improved Access to Mental Health Care/Eliminating Mental Health Stigma**

Implementation Strategy & Methodology

Our Fayette County Health Assessment data collection process was conducted by surveying the citizens of Fayette County at the Fayette County Fair in July of 2022. A team consisting of a University of Iowa College of Public Health Strike Team and a community health intern utilized social media, iPads, and paper surveys in order to connect with the public at the county fair. Following the day spent at the fair, Fayette County's Public Health Coordinator connected with networks within Fayette County and sent the survey out through social media and email, where community members shared it. During the month-long assessment phase, the survey was completed by 193 participants. For our assessment, we partnered with the University of Iowa College of Public Health, the Iowa Department of Public Health, Gundersen-Palmer Health Systems, the Healthy Fayette County Coalition, and MercyOne. In addition to utilizing the data collected for our assessment, we have also referenced Gundersen Palmer & MercyOne's

community health assessment and improvement plan in our improvement plan. Information provided by our partners at Iowa Department of Public Health (IDPH) was utilized as well.

During the CHA drafting process, input was gathered from a number of sources working as public health professionals, including individuals employed at Fayette County Public Health and the Iowa Department of Public Health, as well as an individual working in the University of Iowa College of Public Health. Input for the survey was gathered by sending out drafts of the assessment for feedback, along with conducting zoom meetings to go over potential revisions.

Limitations

Significant Health Needs That Will Not Be Addressed

Fayette County Public Health acknowledges the wide range of priority health issues that emerged from the community health needs assessment process and determined that it could effectively focus on only those health needs which are the most pressing and within its ability to influence. Gundersen Palmer, does not intend to address the following health needs as they will be better addressed by those who specialize in these areas:

- Social and economic factors related to employment opportunities, unemployment, income inequity, poverty, crime, and death rates.
- Physical Environment, such as air pollution, sanitation, emergency preparedness, housing, and transportation.
- Access to the entire population of Fayette County was limited, only those who connected with our survey through social media, email, the Fayette County Fair, or through Fayette County Public Health's partners.
- At the Fayette County Fair, we were not able to survey as many individuals as possible due to a number of factors including weather, lack of equipment, and individuals being busy with fair activities.
- The hosting of focus groups would have benefited the assessment, giving insight into the specific concerns of community members. However; through the Healthy Fayette County Coalition Team Workgroups (Prevention, Nutrition, and Mental Health), We were able to implement systems development strategies through a series of workshops which identified driving and restraining forces, impact and difficulty exercises, objectives, goals, mission and vision with numerous county partners to improve the health of Fayette County residents.

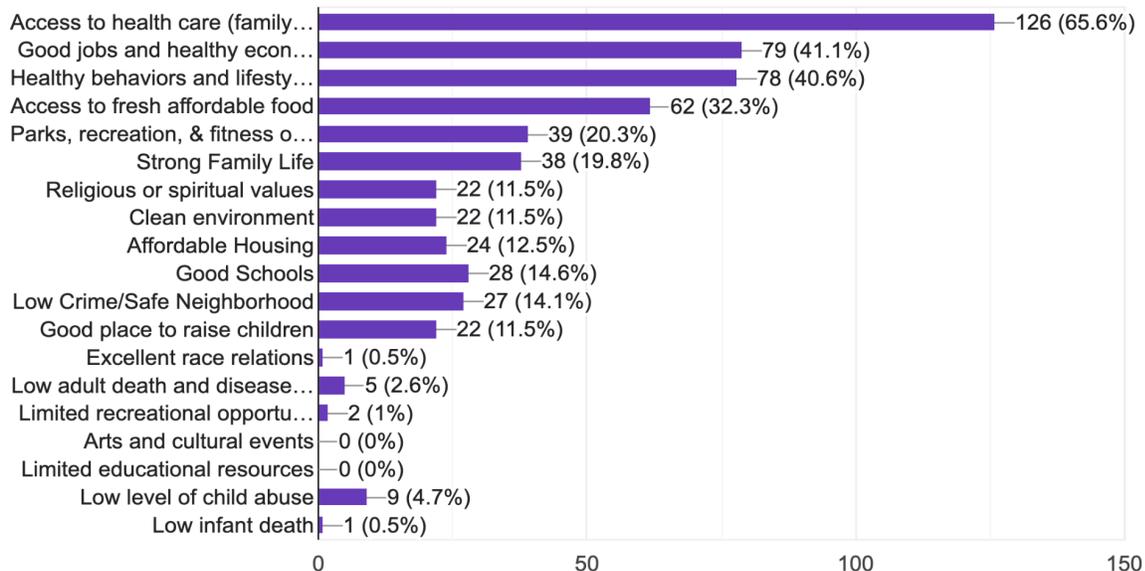
Data Summary

Top 5 most important factors for a "healthy county" in Fayette County

1. **Access to health care (family doctor, hospital, other health services):** 65.5% of respondents placed this on their list
2. **Good jobs and a healthy economy:** 41.1% of respondents placed this on their list
3. **Healthy behaviors and lifestyles:** 40.6% of respondents placed this on their list
4. **Access to fresh affordable food:** 32.2% of respondents placed this on their list
5. **Parks, recreation, & fitness options:** 20.3% of respondents placed this on their list

What do you think are the TOP THREE (3) most important factors for a "healthy county"?

192 responses

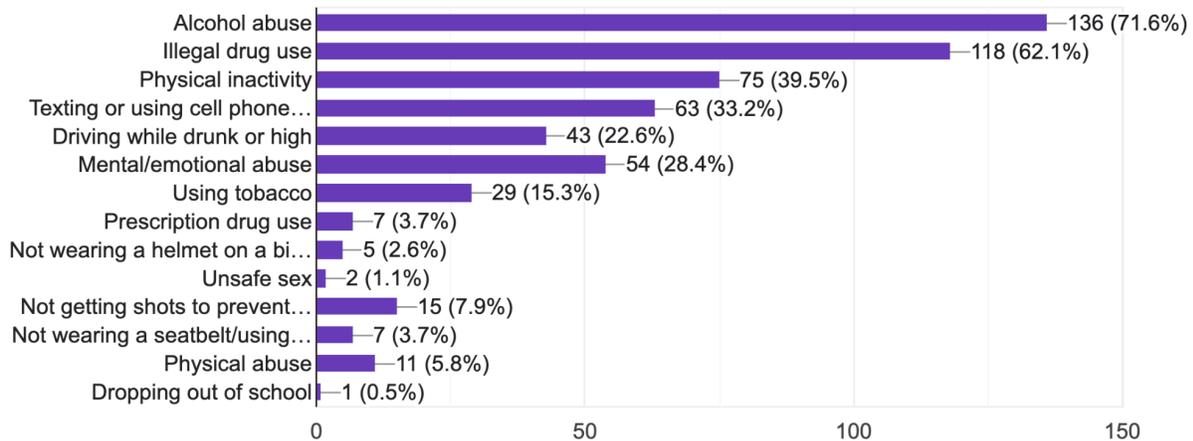


Top 5 "risky behaviors" in Fayette County

1. **Alcohol abuse:** 71.6% of respondents placed this on their list
2. **Illegal drug use:** 62.1% of respondents placed this on their list
3. **Physical inactivity:** 39.5% of respondents placed this on their list
4. **Texting or using a cell phone while driving:** 33.2% of respondents placed this on their list
5. **Mental/emotional abuse:** 28.4% of respondents placed this on their list

What do you think are the TOP THREE (3) "risky behaviors" in your county?

190 responses

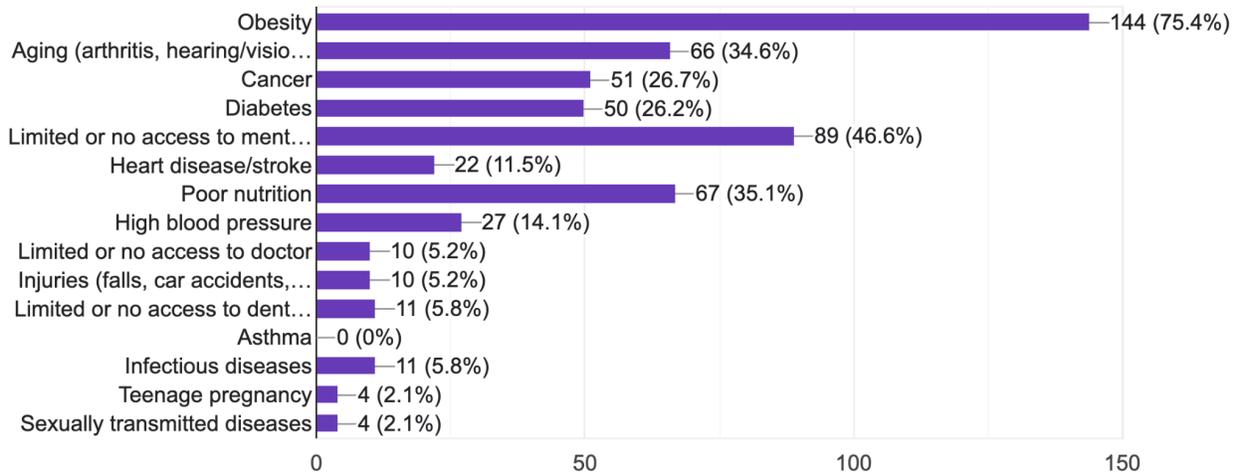


Top 5 HEALTH PROBLEMS in Fayette County

1. **Obesity:** 75.4% of respondents placed this on their list
2. **Limited or no access to mental health services:** 46.6% of respondents placed this on their list
3. **Poor nutrition:** 35.1% of respondents placed this on their list
4. **Aging (arthritis, hearing/vision loss, dementia, etc.):** 34.6% of respondents placed this on their list
5. **Cancer:** 26.7% of respondents placed this on their list

What do you think are the TOP THREE (3) HEALTH PROBLEMS in your county?

191 responses



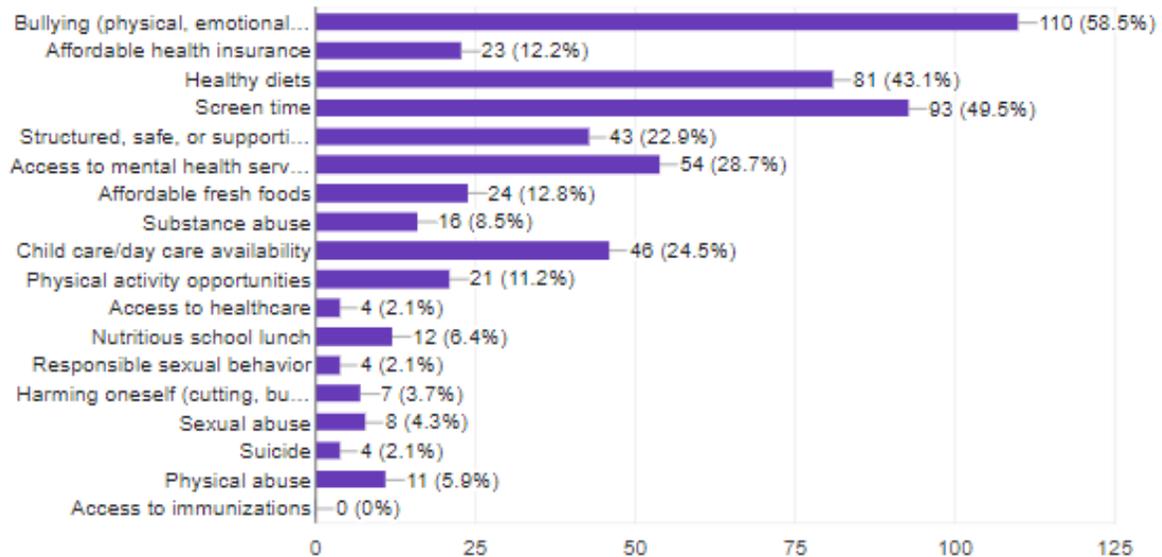
Top 5 Health Concerns Related to CHILDREN'S HEALTH in Fayette County

1. **Bullying (physical, emotional, cyber):** 58.5% of respondents placed this on their list
2. **Screen time:** 49.5% of respondents placed this on their list
3. **Healthy diets:** 43.1% of respondents placed this on their list
4. **Access to mental health services:** 28.7% of respondents placed this on their list
5. **Child care/daycare availability:** 24.5% of respondents placed this on their list

What do you think are the TOP THREE (3) health concerns related to CHILDREN'S HEALTH in your county?



188 responses

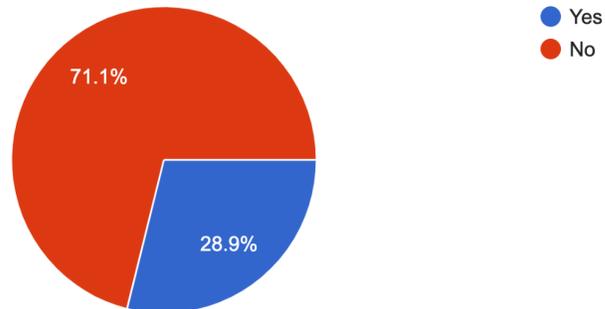


Additional Data

A concerning percentage of community members are not aware of the resources offered through Your Life Iowa.

Have you heard of Your Life Iowa?

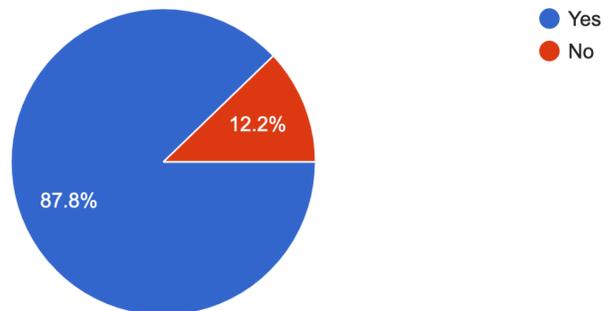
180 responses



Access to nutritious foods but poor nutrition is a top concern for community members.

Do you feel you have access to nutritious food in your county?

181 responses

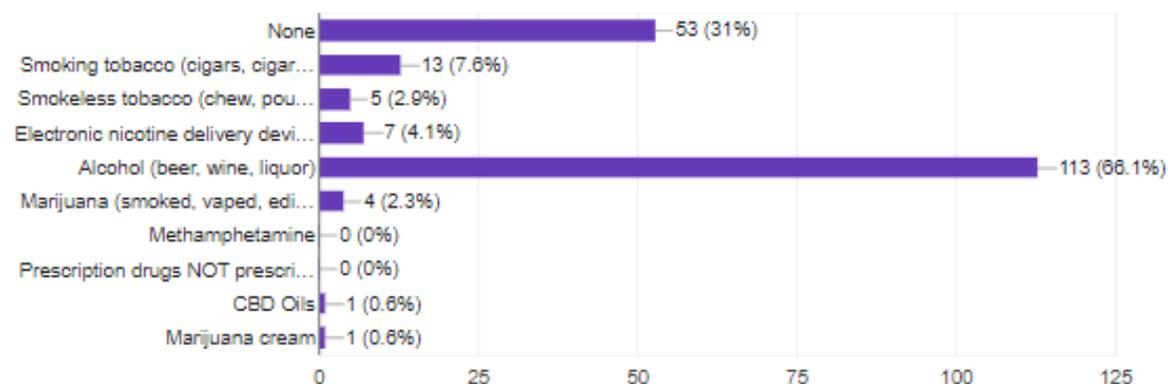


Substance use is considered a top risky behavior, yet 66% of respondents consume.

What types of substances and/or products have you used in the past year? Check all that apply.



171 responses



Process to Prioritize

Our process to prioritize the main health needs/problems in Fayette County according to its residents starts with analyzing the survey data. There are several key questions that were intentionally placed toward the beginning of the assessment so that it could quickly catch the eye of all survey participants. These were questions regarding health concerns relating to children's health, top risky behaviors within the community, top health problems within the community, and the most important factors for a healthy county. Based on this data, we are able to determine both what community members feel is healthy about their community, as well as what issues may need to be addressed.

Fayette County CHA Summary

Priorities were established based on the data collected and the number of assessment participants that selected specific areas of interest as issues. Once data was collected, we broke down the responses to each question and created a list of the top answers. Based on this list, we were able to determine which topics were of the most concern to community members.

PRIORITY HEALTH TOPICS:

- 1. Obesity/Physical Inactivity/Poor Nutrition Habits**
- 2. Prevention/Aging/Substance Use**
- 3. Improved Access to Mental Health Care/Eliminating Mental Health Stigma**

Additional areas of interest to note from the survey was bullying in children and stigma associated with access in seeking mental health services in Fayette County.

Following the implementation of our community health assessment in Fayette County, we have found several key areas associated with public health that community members feel need to be addressed. While obesity was a top health concern, other topics relating to obesity such as physical inactivity and poor nutrition also ranked high, suggesting that there might be a correlation within the county. Additionally, alcohol use and illegal drug use were the top two “risky behaviors” selected by participants, suggesting a need for Fayette County Public Health to provide preventative support and resources for those who may be dealing with substance use issues. But, while these were considered the top “risky behaviors”, a majority of respondents admitted to engaging in said activities. What can be done to address this disparity between the perceived knowledge and behaviors of community members.

Adopting the CHA CHIP

Fayette County Public Health completed a comprehensive Community Health Assessment (CHA) that was adopted by the Fayette County Board of Health on October 6, 2023. The assessment considered a comprehensive review of secondary data analysis of community health status, and social determinants of health, as well as primary data collection, including input from representatives of the community, community members, and various community organizations.

Dissemination for the CHA CHIP Results

Fayette County Public Health will make its CHA & CHIP available by request without charge at [Fayette County Public Health website](#) or by making arrangements through the public health department.

2023-2028 Community Health Improvement Plan (CHIP)

Introduction & Purpose

Over the past few years, Fayette County Public Health has leveraged partnerships and funding for public health systems development in Fayette County. Developing a county-wide health coalition in 2022, is the next step to achieve a higher level of collaboration. Examples of such past programs that have been developed through partnerships are TigarHawk Meals, Open Hands Food Pantry in West Union, the Teaching Kitchen, Walking School Bus program sustained by volunteers, a Public Health volunteer program which assisted in points of dispensing during the COVID-19 pandemic, and wellness initiative work with 5-2-1-0 and Healthy Hometown through environmental change and policy development.

Fayette County Public Health programs have received local and state recognition and is leaps and bounds ahead of other smaller-population local public health systems development work. Through the development of these programs, we have built sustainable partnerships with ISU Extension and Outreach, North Fayette Valley Community Coalition, Upper Iowa University, local government, hospitals, businesses, volunteers, and many county and state organizations listed in this application.

Recently, we worked with multiple partners to develop a [Fayette County Community Resource Guide](#) and provided a door direct mailing to educate our county residents on resources and services available. This tool in our toolbox has helped us begin to define our Healthy Fayette County Coalition members and resources.

Fayette County Public Health has been a pilot for developing systems-level change at the local level over the past five years. This work is now being used as a best practice model for IDPH as their staff provides technical assistance to other local public health agencies. In the coming years, all local public health agencies in Iowa will work with the IDPHs Bureau of Public Health Performance to advance population health across Iowa. Lessons learned through Fayette County Public Health's work over the past four years will be used to help others throughout the state. The use of LPHS funds for population health will incrementally change from FY23 to FY27. A focus on population health will provide the opportunity to protect and improve the health of every Iowan. Thus, the development of the Healthy Fayette Coalition will work to achieve optimal population health outcomes through leveraging local and state stakeholder partnerships and funding to close the gap of the identified health disparities.

Implementation Strategy & Methodology

Through the systems development process, three teams have been created as part of the Healthy Fayette County Coalition and include mental health, nutrition and prevention workgroups. Fayette County Public Health is working to facilitate the Coalition, workgroups, and systems development process. These workgroups are comprised of diverse partner agencies with similar missions to address health disparities and include:

- Fayette County Public Health (FCPH)
- Helping Services for Youth & Families
- MercyOne Oelwein Med Center
- Gundersen Palmer Lutheran Hospital and Clinics
- North Fayette Valley Community Coalition
- Fayette County ISU Extension & Outreach
- Fayette County Sheriff's Office
- West Central School District
- North Fayette Valley School District
- State Public Defender's office
- District Associate Judge, 1st Judicial District
- Scott Pharmacy
- Yoga Genesis
- Rock Valley Physical Therapy
- Full Circle Services Inc
- NuCara Pharmacy
- Fayette County Board of Health
- Fayette County Economic Development and Tourism
- Northeast Iowa NAMI
- County Social Services
- Dubuque Visiting Nurses Association
- Fayette County Board of Health
- NE Iowa Behavioral Health
- Keystone AEA
- Inspiring Lives
- Elevate CCBHC
- Child Health Specialty Clinics
- Northeast Iowa Community Action Corporation
- Upper Explorerland Regional Planning
- Parent Share and Support
- NE IA Food and Fitness
- Robert & Ruth Walker Charitable Foundation
- Open Hands Food Pantry
- Bank 1st
- Plentiful Pantry
- Hillcrest Family Services
- West Union & Fayette Community Garden
- Families First

Healthy Fayette County Coalition

The Healthy Fayette County Coalition will sustain collaborations and initiatives beyond this grant through leveraging existing partner grants to achieve our county's health improvement plan. The role of coalition members is to collaborate across sectors to build capacity, increase prevention and treatment services and interventions and improve education and awareness. Focused workgroups in the areas of mental health, prevention and nutrition will work with other agencies to achieve similar goals and objectives. Each agency will work on objectives and activities to meet deliverables identified by funders. This leverage is also built into our Fayette County Public Health Strategic Plan for funding and programming. In addition, we will implement sustainable work plans to be integrated into stakeholder organizations to achieve our optimal population health outcomes and leverage local charitable foundation funding. Fayette County Public Health is also a hospital-based local public health part of the Gundersen Healthcare System and is closely aligned with the same strategic goals and CHA CHIP to support our work.



Strategic Plan FY24

HEALTHY FAYETTE COUNTY

Educating and Supporting Healthy Choices

<https://healthyfayettecountyia.com>

OUR MISSION Collaboration across sectors to meet the health needs of Fayette County Residents by: building capacity, increasing access to prevention and treatment services and interventions: and improving education and awareness.

OUR VISION Improved quality of life for Fayette County residents.

Nutrition

Nutrition team accomplishes the Healthy Fayette County Coalition mission and vision by promoting healthy lifestyles for the people in Fayette County. We seek to share resources for nutrition education and access to a variety of foods. Many groups are working together to provide help for everyone.

Mental Health

Mental Health team accomplishes the Healthy Fayette County Coalition mission and vision by promoting healthy lifestyles for the people in Fayette County. We seek to make it ok to ask for help and provide information on where to go for support.

Prevention

Prevention team accomplishes the Healthy Fayette County Coalition mission and vision by promoting healthy lifestyles for the people in Fayette County. We seek to stop risky behaviors like violence, substance misuse and disease. Many groups are working together to provide help for everyone.



Strategic Priorities



HEALTHY FAYETTE COUNTY COALITION

Challenges: Engaging resources to consistently come together for the common goal of improving the quality of life for Fayette County residents. Grow awareness of the coalition's purpose, mission, and vision. Defining roles and responsibilities of members, partners, and leadership.

Opportunities: Support our partnering organizations at community events. Work together to address the identified priorities of health needs in our county. Increase coalition marketing and social media presence. Seek funding opportunities for coalition sustainability. Host a resource fair for youth and adults.

Nutrition Workgroup

Challenges: Lack of engagement with school officials to enhance nutrition programs within all Fayette county districts. Consumer education deficits, food insecurity and stigma.

Opportunities: Enhance wellness programs, collaboration, and nutrition education in the schools and daycare centers promoting health habits at a young age. Utilize programs such as Teaching Kitchen and grocery store tours.

Mental Health Workgroup

Challenges: Partnership with Fayette county school districts. Lack of awareness of Mental Health Workgroup amongst mental health providers. Stigma.

Opportunities: Increase number of individuals trained in mental health first aid and CPI within various entities such as law, health, schools, and general public. Explore gaps in our care system, community resources, education, and stigma. Enhance mental health programs in school systems.

Prevention Workgroup

Challenges: Broadness and diversity of the prevention topics and the variety of education opportunities. Stigma.

Opportunities: Create a calendar of prevention education opportunities to Fayette county residents to promote prevention services. Assess, leverage, and utilize funding opportunities to promote health lifestyles for all. Enhance prevention programs and education in school systems.



OUR MISSION: Collaboration across sectors to meet the health needs of Fayette County Residents by: building capacity, increasing access to prevention and treatment services and interventions; and improving education and awareness.

In the State of Iowa, Help is 3 Numbers Away



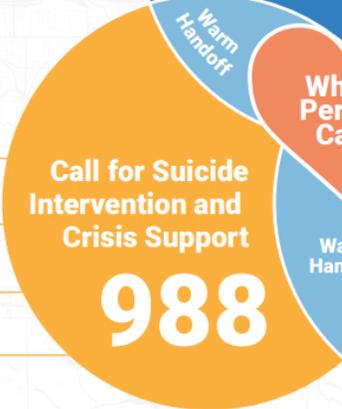
211 maintains a comprehensive database of community resources and provides information and referrals for essential needs like:

211 also can connect people with information and referrals for:



988 provides crisis support for:

- Thoughts of Suicide
- Mental Health Crisis
- Substance Use Crisis
- Emotional Distress



911 provides first responder dispatch for:

- Medical Emergency
- Fire
- Reporting a Crime
- Disaster Response
- Life Threatening Situation



Whole Person Care

Warm Handoff

Warm Handoff

Warm Handoff

Priority 1: Obesity, Physical Inactivity, Poor Nutrition

Objective #1:	Develop systems for access, providing nutrition education with partners for children and adults in Fayette County.
Goal:	Share resources for nutrition education and access to a variety of foods by December 2026. <i>Many groups are working together to provide help for everyone.</i>
Activities:	
Activity 1:	Evaluate current food access for children and adults.
Activity 2:	Establish ways to link county residents to food access resources and initiatives.
Activity 3:	Explore ways to meet gaps identified for children, families and elderly.

Supporting Data: Rationale/Specific Need: According to the County Health Rankings report in 2020, Fayette County ranks poorly at 58th out of 99 counties for health factors which include food insecurity and limited access to healthy foods. Cares Engagement Data food insecurity rate for Fayette County is 11.6% and the state average 10.9% In addition, the NE Iowa Food Bank reports food insecurity in Fayette County children at 17.5% and 16.2% in NE Iowa Foodbank service area. Fayette County Schools report free and reduced lunch at 50% and the state average 42.5%

Data Source and Baseline Data: NE Iowa Food Bank Fayette County Data. Children 17.5% in Fayette Co and 16.2% in NE Iowa Foodbank service area. 2020 Cares Engagement Data food insecurity rate is 11.6%, state average 10.9% Free and reduced lunch 50% state average 42.5% 2020 Cares Engagement Data Percent Adults with Inadequate Fruit / Vegetable Consumption 88.10%, state 80.70%

Fayette County CHA 2022 Data: 87.8 % of survey participants agreed that they had access to nutritious foods in their county, yet 35.1 % of survey respondents also agreed that poor nutrition was a top health problem in their community. physical inactivity considered top risky behavior, fitness options/recreation considered top need for healthy community, heidi data, etc. Fayette County ranked 73 out of 99 counties for health behaviors with areas of concerns related to adult obesity, food environment, physical inactivity, teen births and adult smoking. Proper nutrition and physical activity are essential to our overall health and well-being. By eating nutritionally and staying active, one can decrease the risk of chronic diseases, such as diabetes, stroke, obesity, cardiovascular disease, certain cancers and depression.

Health Improvement Plan

ACCESS

Maintain & grow summer meal sites

Educate on availability (where and when sites are)

Safe access for getting food

Maintain & expand food pantries (county wide)

Evaluate community access points
Create a list of age specific programs and locations, times, ect.
Create county map of resource location (farmer market, com. garden, grocery stores, summer meal, pantries, mobile food pantry, sr meals, produce stand, church)
Reach out to city clerks, libraries, churches, chambers, schools, hospitals, community pulse points, free food sites
Develop a questionnaire (logistics - where, when, what)
Analyze gaps & address a plan to meet them
Reach out to NEIA food bank on locations
EDUCATION
Educate about access (where and when farmer's markets, summer meal sites, community gardens and food pantries are, frequencies for receiving food from the pantry, qualifications to participate)
Identify partners to send messages to (e.g. libraries, churches, physicians)
Educate about food insecurity (help decrease stigma around backpack programs and general need)
Assess NEIA Food Bank resources for education
Billboard marketing, social media, door to door flier
County-wide county call to action: volunteer, glean, food rescue
Promote 5-a-day campaign, monthly calendar for year
Impacts of obesity and other health outcomes as a result of access/edu. issues
Gather statistics
Maintain preschool education program
Identify specific target populations
Head Start & Early Head Start Program Education (Oelwein and West Union)
Childcare Centers, In-Home Providers, Parent, Teacher and Technical Assistance Education
Maintain resources to health professionals about the importance of veggies early and often to help them inform those they serve.
Partner with early childhood education centers to create healthier menu options.
PARTNERS
Grow capacity of the coalition
Engage current partners
Review CRG and update
Inventory partners
Identify, engage & educate potential partners not at table
Ask current partners who we are missing at the table
Create resources for educating potential partners
Maintain, recruit coalition members
Work with schools, early childhood, grocery stores, farmer's market vendors, libraries, and clergy

Identify ways to leverage funding across partners

Priority 2: Mental Health Services: Access & Stigma

Objective #1: Develop systems, with partners, for accessing mental health resources for children and adults in Fayette County.

Goal: Make it ok to ask for help and provide information on where to go for support by December 2026.

Activities:

Activity 1: Maintain current MH resources for children and adults.

Activity 2: Establish ways to link county residents to mental health resources.

Activity 3: Explore ways to meet gaps identified for children and adults.

Rationale/Specific Need: Mental health continues to be an issue in Fayette County. The Iowa Youth Survey shows that 40% of students (averaged from 6th, 8th and 11th grade students) reported having been bullied. Coupled with Cares Engagement Data showing that 22.4% of people lack social or emotional support, the need to address behaviors associated with bullying and creating and sustaining social and emotional support services is evident. In adults, stress is a concern. In 2017, 10.8% of Iowans reported experiencing frequent mental distress (FMD), which was similar to the 2016 rate of 10%. Men, older people, those with high education and those with high income had a lower prevalence of FMD. This information does not include data from 2020 and 2021 and the stress of the COVID 19 pandemic. Stress in adults can lead to unhealthy choices and/or behaviors and can be relayed to an individual's family, friends, or co-workers.

Data Source and Baseline Data: 2020 Cares Engagement Data - lack of social or emotional support (age adjusted %): 22.4%, state average 15.3% (MH in children)

Fayette Data: Including Your Life Iowa, limited or no access to mental health care, free response questions the received a dozen or more responses mentioning stigma. Access to Mental Health Services considered the top need for a healthy community, a number of individuals worried about stigma. Mental health a concern/priority for community members, yet majority have not heard or or utilized the resources offered through YourLife Iowa

Health Improvement Plan

ACCESS

Explore sustainability of services that address access barriers (transportation/funding)

Assess barriers to access in mental health

Address earlier before gets to crisis, address stigma

Funding reimbursements for services

Explore ways to fill the "gap time" it takes to see a MH provider (adults/children)

Resources to address current needs/crisis
Assess funding needs for residents
Finding ways to integrate MH 1st Aide in various levels in the community
Assess who teaches MH 1st aid/CIT in Fayette County/out of county
Assess what partners offer & or provide MH 1st aide/CIT
Engage employers, school employees, clergy, parents, professionals, law enforcement
RESOURCES
Connect and promote existing resources (24 hr accessible resources)
Assess and address FAQs for residents, Eds, bathroom banter
Assess and Promote Your Life Iowa, followup, treatment, 988
Establish ways to share up to date mental health language/resources
Assess what common language is available
Create a calendar for monthly/yearly trainings
Every month promote something
MH 1st aide, NAIMI trainings, support group promotion, provider referrals, YourLife Iowa
988 &/or YourLife Iowa
Celebrate Recovery & AL-ANON & AA support groups
Explore and reach out NAIMI trainings and resources
Website creation
PARTNERS
Promote innovative partnerships
Assess partners current/new
Mobile crisis, Telemed, Curriculum based support groups
Support groups (community based) (NAIMI family support group)
Advocate for funding and mandates for improved mental health (legislators, Dept. of Ed)
Maintain and expand MHTT
Identify who/gaps are missing (schools, law enforcement)
Identify current members

Priority 3: Prevention: Aging, Cancer, Substance Use, Health

Objective #1: Develop systems for preventing substance use and misuse for children and adults in Fayette County.	
Goal:	Stop risky behaviors like violence, substance misuse and disease by December 2026. Many groups are working together to provide <i>help for everyone</i> .
Activities:	
Activity 1:	Evaluate current substance abuse prevention resources for children and adults.
Activity 2:	Establish ways to link county residents to substance abuse prevention resources.
Activity 3:	Explore ways to meet gaps identified for children and adults.

Supporting Data: Rationale/Specific Need: Fayette County youth are using substances (per reports by Fayette County 11th graders). Although "perception of risk" is typically high, youth continue to try or use substances. Adults in Fayette County are also using substances as 26% of adults report as drinking excessively and 22.7% of adults are current smokers.
Data Source and Baseline Data: 2018 Iowa Youth Survey - 11th graders reporting lifetime use of alcohol in Fayette County: 48% 2018 Iowa Youth Survey - 11th graders reporting lifetime use of tobacco in Fayette County: 20% 2018 Iowa Youth Survey - 11th graders reporting lifetime use of marijuana in Fayette County: 20% 2020 CARES Engagement Data - Excessive Drinking, Age-Adjusted Percentage: 26% (state 21.4%) 2020 CARES Engagement Data - Tobacco Usage - Current Smokers: 22.7% (state 18.1%)
Aging (arthritis, hearing/vision loss, dementia, etc.): 34.6% of respondents placed this on their list. Alcohol abuse: 71.6% of respondents placed this on their list Illegal drug use: 62.1% of respondents placed this on their list Substance use is considered a top risky behavior, yet 66% of respondents consume.
Health Improvement Plan
PARTNERS
Maintain and grow existing coalition partnerships
Identify list of partners (current & new)
Identify prevention sectors
Develop recruitment plan for prevention
Develop elevator speech
Review the CRG, update, reach out, invite, and role
Look for ways to share and use prevention data as a coalition
Identify current data and how to reach people

Share data links on website
Use partners to identify health activities (branding/stamp approval)
Define how an event is approved and branding guidelines
Educate coalition partners on the application process
Educate the general public on the importance on attending a branded event
EDUCATION
Work with partners to create and promote education campaigns
Utilize existing campaigns
Assure messages to include what & why
Conduct focus groups to assess readiness
Promote individual readiness
Assure materials address health equity and are culturally competent (education for partners – messages on HFC website)
Maintain education efforts between partners (including community champions)
ACCESS
Determine best access methods to target populations (e.g. schools, seniors, parents)
Conduct focus groups to assess for readiness
Target populations
Consider health equity
Identify gaps (find solutions)
Assess influence & control
Assure resources address health equity and are culturally competent
RESOURCES
Central location website
Same branding throughout marketing
Monthly marketing calendar for the year
Determine monthly campaign schedule
Social media
Maintain and update the community resource guide
Establish branding/participating guidelines for coalition

Acknowledgements

Public health is a partnership of local public health, Iowa Health & Human Services, non-profit organizations, health care providers, policymakers, businesses and others working together to protect and improve the health of Iowans. Public health strives to improve the quality of life for all Iowans by assuring access to evidence-based population-health programs, services and activities to:

Promote healthy living

Prevent injuries and violence

Protect against environmental hazards

Assure access to quality health services

Prevent epidemics and the spread of disease

Improve and support public health performance

Prepare for, respond to and recover from emergencies

Fayette County Public Health would like to thank the following organizations, community stakeholders, and students who provided assistance, communication, information, and input in the Fayette County CHA-CHIP.

Gundersen Palmer Lutheran Hospital and Clinics

MercyOne Oelwein Medical Center

Fayette County Board of Health

Fayette County Board of Supervisors

Healthy Fayette County Partners

University of Iowa College of Public Health Students:

Sebastian Gunderson & Strike Force Team members

Upper Iowa University Student: Ethan Geiger

About Fayette County Public Health

The focus of public health intervention is to improve the health and quality of life through the prevention and treatment of disease and other physical and mental health conditions, through surveillance of cases and the promotion of healthy behaviors.

Mission

Fayette County Public Health protects and improves the health of Fayette County.

Vision

Create a healthy Fayette County.

Values

Protection, prevention, engagement, equity, preparedness, support and promotion.

Guiding principles

Accountability. We act with integrity and strive for fairness.

Collaboration. We value internal and external partnerships and remain flexible to new and diverse ideas.

Communication. We use timely, effective and open dialogue to increase collaboration and participation in protecting and improving health.

Health equity. We promote health for all by working to reduce disparities and focusing on health where people live, learn, work and play.

Quality. We are dedicated to efficiency, effectiveness, and the continuous improvement of our processes and services.

Results-oriented. We strive for excellence through decision-making that is priority-focused, data-driven and evidence-based.

Workforce development. We continually work to develop the skills and competencies of our workforce.

Contact Information

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